**AUTHORIZATION LETTER**

The **Advertiser** …………………., UIC ……………………, having its seat and managing address at …………………………………………, represented by ……………………………….., authorizes the **Advertising Agency** Direct Media EOOD, UIC 204132161, having its seat and managing address at 2 Nikolay Haytov Str., entr.D, Sofia 1113, Bulgaria, represented by Rumyana Velkova, under the present **Authorization Letter** to buy by entering written contract on its behalf and **Advertiser**’s account commercial time from **Nova Broadcasting Group AD**, UIC 832093629 for realization of advertising of **Advertiser**’s products/services in the TV programmes *Nova Television*, *Diema*, *Kino Nova*, *Diema Family, Diema Sport, Diema Sport 2* and *Nova Sport* of **Nova Broadcasting Group AD**, as well as in the programs “*Disney Channel”*, “*FOX*”, “*FOX Crime*”, “*FOX Life*”, “*24kitchen*”, “*National Geographic Channel*”, “*Nat Geo Wild”, “AXN”, “City TV”*, *“Travel Channel”, “Food Network”, “Fine Living”, “Nickelodeon” and “Nick Jr”*  where **Nova Broadcasting Group AD** is entitled to sell commercial time (the **Programmes**).

**1)** The contract for buying commercial time between **Advertiser** and **Advertising Agency** shall have term from 22.03.2018 until 31.12.2018 **Advertising Agency** shall be entitled to organize, order, accept and pay independently realization of the advertising on **Advertiser**’s behalf, considering **Advertiser**’s interest.

**2)** The **Advertiser** herby declares that it has right to use with advertising purpose its company name and/or trademarks of its products/services included in the advertising subject to this **Authorization Letter**.

**3)** The **Advertiser** herby declares and guarantees that:

* It has the legal, contractual or otherwise legally assigned right to use for advertising purpose the graphic and word signs, commercial mottos and slogans, musical, literature and other copyrighted works incorporated in the advertising materials, as well as the images of the persons, promoting the product and/or service;
* it has arranged the relations, including property relations, relations with the authors of the advertising materials, provided for broadcasting, with all other holders of copyright and its related rights, whose works and performances are incorporated therein, in compliance with the requirements of the Copyright and Its Related Rights Act and the operating applicable legislation, as it has obtained from the right holders all necessary licenses for the use of their created objects of copyright and its related rights for the purpose of the TV broadcasting in the **Programmes** and it has paid the due fees for such broadcasting to third parties.

**4)** The **Advertiser** herby guarantees that it shall indemnify on its own account **Nova Broadcasting Group AD** in case that any claims have been asserted against **Nova Broadcasting Group AD**, including any penal orders have been issued to **Nova Broadcasting Group AD** concerning breach of the guarantees under **p. 3** above.

**5)** The **Advertiser** shall be jointly liable with the **Advertising Agency** for fulfillment of the contract concluded in accordance of the conditions under **p. 1** above. The **Advertiser** undertakes to fulfil the contract concluded in accordance of the conditions under **p. 1** above in case of change/ liquidation/ insolvency of the **Advertising Agency.**

The present **Authorization Letter** shall be served to **Nova Broadcasting Group AD** at the conclusion of the contract under **p. 1** above.

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| For **Advertiser**:  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  *signature & stamp*  ………………………. | For **Advertising Agency**:  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  *signature & stamp*  Rumyana Velkova |